



# PDP Hearing 6 Signs Chapter

Statement by Our Kerikeri Community Charitable Trust submission s273  
Supported by submitters Vision Kerikeri s525, Carbon Neutral Trust s529, and  
Kapiro Conservation Trust s447.



# Examples of current state



Third party signs on roundabouts

Third party signs on residential fencing





# Examples cont...



Private Business at the intersection of State Highway 10 and Kerikeri Road. All third party signs.



Main roundabout – was a free for all at our prime entranceway



Business Premises. These signs are not seen from the road and are visible only on premises but then have billboards facing the road.





# Examples cont...

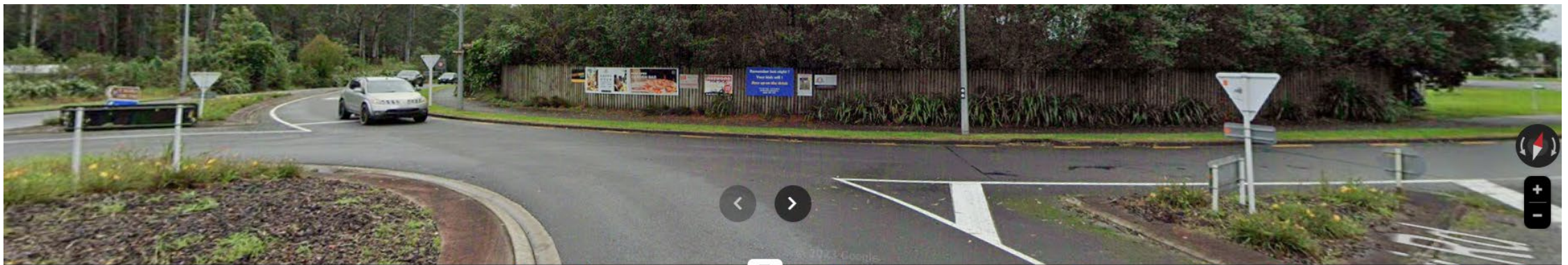
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Intersection near Klinac Lane entering State Highway. A number of recidivist businesses signs here, plus businesses that are no longer in existence.



Heritage Bypass roundabout corner. Had around 30+ signs on the fence at one point until we raised it with Council.

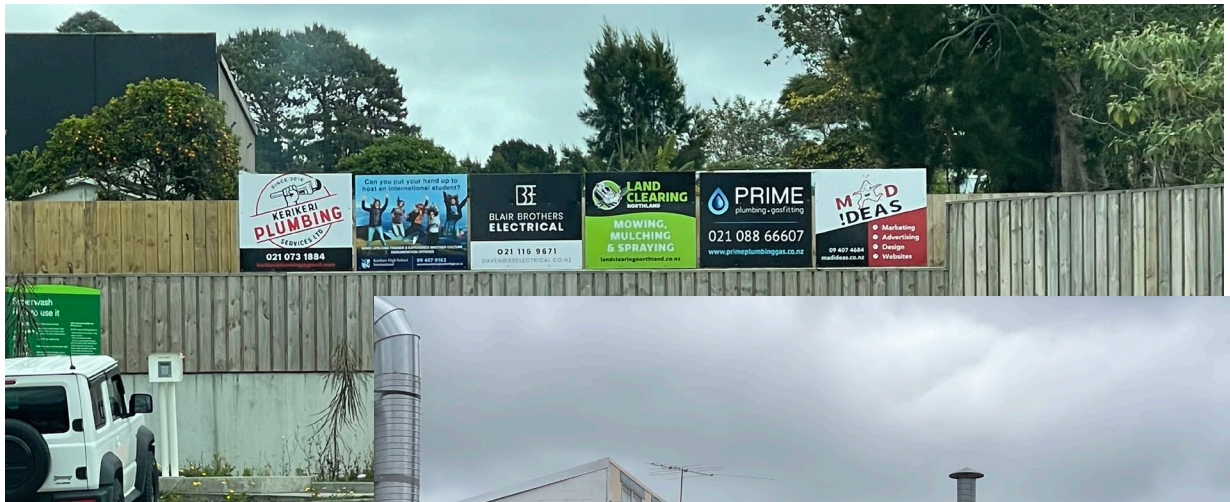
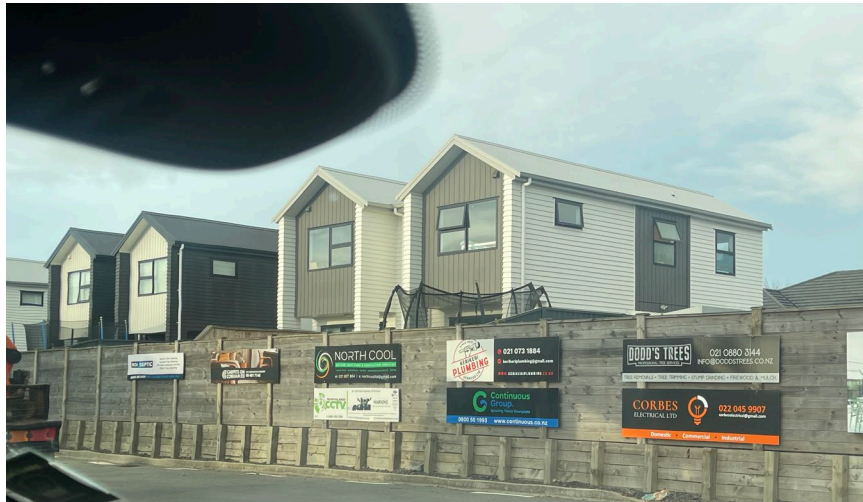




# Examples cont....



Petrol Stations around Kerikeri/Waipapa. Seems one started doing signs, now they all do it. All are third party signs.





# Examples cont....



Busy roundabout near New World.



Busy corner on State Highway at Kainui. Now has multiple business signs of non-related businesses





# Examples cont...



Billboards  
More and more being erected





# Multiple Signs

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5 signs per site, particularly if multiple sites have this is excessive and will lead to visual clutter as we see daily in Kerikeri and Waipapa.

Consolidate signs onto one hoarding should be required when sites have multiple signs.





# Points

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Kerikeri and Waipapa are known for their stunning landscapes—canopy trees, waterfalls, and scenic vistas that define the region's unique character.

With population and business growth, natural spaces are rapidly shrinking, and visual pollution is increasing with signs popping up everywhere, contributing to **visual clutter**.

Unregulated and excessive third-party signage detracts from the natural beauty that both residents and visitors cherish.

There are many forms of online marketing and advertising now, without the need to rely on excessive signage

By reducing visual clutter, we maintain the aesthetic quality that residents and visitors alike value, fostering a community where nature takes precedence.

As we are moving to mixed used zones and Waipapa's industrial/retail zone is on/just off a high profile state highway, aesthetics is critical for **civic pride**.



# Points

We require strong signage provisions with monitoring of compliance.

Kerikeri & Waipapa and known for excessive signage.

Requires rules to be easy to follow. If you have a zone allowing third party signage, as we have so many commercial businesses scattered all throughout the different zones, it will be assumed third party signage can go everywhere.

We oppose the inclusion of provisions that allow third-party signage across all zones including commercial/mixed use zones.

Limit signage to the location's business-related signs only and ensure third-party advertising is strictly controlled.

Require resource consent for any signage that does not meet the rules.



# Objectives

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## **We Seek: Objectives for the Signage Rules**

- To ensure signage is appropriate to the scale and character of the area in which it is located.
- To prevent the proliferation of signage that could diminish the visual amenity of the district.
- To prohibit third-party signage (advertising unrelated to the site) in all zones.
- To maintain and enhance the aesthetic value and safety of public spaces by regulating the location, size, and number of signs.
- To protect the natural environment and landscapes that the district is renowned for, ensuring that signage does not detract from the natural beauty or environmental values of the area.
- To provide clear, straightforward rules that are easy to understand and follow, ensuring consistency and fairness in both compliance and enforcement.



# Our Submission

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## **We Seek (general recommendations):**

### **Third-Party Signage Prohibition**

All third-party signage is prohibited in every zone of the district. Signage must only relate to the goods, services, or activities conducted on the premises on which the sign is located.

### **Control of Sign Proliferation**

- The number of signs per site must be kept to a minimum to reduce visual clutter.
- No more than two signs per frontage are allowed, except where permitted by specific zone rules.
- The scale of signage must be compatible with the size of the building or site on which it is placed, and the surrounding streetscape.

### **Amenity and Character**

- Signage must not dominate the building or space where it is located.
- Signs should be designed to complement the architectural style of the building and the character of the surrounding environment.
- Signs are to be designed and positioned in a way that does not obstruct views, skylines, or key architectural features.

### **Temporary Signs**

- Temporary signs (e.g., for events or real estate) are permitted with controls on size, duration, and location to ensure they do not contribute to long-term visual clutter. 8 weeks prior, 1 week after the event.
- Temporary signs must be removed promptly after the event or activity they advertise.

### **Permitted Signs**

- Signs that meet the following criteria are permitted without the need for resource consent:
  - Relate to the business or activity conducted on the premises.
  - Are no larger than 3m<sup>2</sup> and 5m<sup>2</sup> for frontages less than 25m, then between 7% & 12% for greater than 25m.
  - Do not create visual clutter or dominate the environment.



# Our Submission

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## We seek (general recommendations)continue:

### Prohibited Signs

- Signs advertising products or services **not** related to the site are strictly prohibited in all zones.
- Signs that obstruct public spaces, roads, or pedestrian areas are not permitted.

### Non-Complying Signs

Any sign that does not meet the size, height, or number requirements outlined in the rules should require resource consent. However, the granting of resource consent should not guarantee approval, and signs may be refused if they are deemed to negatively impact the amenity and character of the area. It is critical that non-complying signs are carefully managed and enforced to prevent a proliferation of such signage across the district.

Strict enforcement is necessary to ensure that residents and businesses do not assume that the existence of non-complying, but approved, signs implies general approval for similar signage. Clear communication and visible enforcement will discourage this misconception, maintaining the district's amenity and preventing the normalisation of non-complying signage, even where resource consent has been granted. Perhaps the RC number must be present on these signs (such as in a corner) as part of the conditions, to easily identify complying versus non-complying signage by Council and the community and to stop the copycat proliferation, which may arise from the assumption that signage is a free-for-all and unregulated.

### Assessment Criteria for Resource Consents

When assessing resource consent applications for signs that do not comply with the permitted standards, the following factors should be considered:

- The potential visual impact on the surrounding area.
- Whether the signage will contribute to visual clutter or detract from the amenity value of the zone.
- The extent to which the signage integrates with the architectural design of the building and the surrounding environment.
- Any adverse effects on traffic safety, particularly from illuminated or digital signage.
- The duration of temporary signage and the potential for cumulative impacts.



# THE GOALS - WHĀINGA



1

**REVITALISE AND PRESERVE OUR VIBRANT VILLAGE FEEL**

as a people-first place for living, business, connections and enjoyment

2

**PROMOTE EFFECTIVE PLANNING, INFRASTRUCTURE AND GROWTH**

for a beautiful, functional Kerikeri

3

**CREATE OPPORTUNITIES FOR ALL TO THRIVE AND PROSPER**

in a sustainable, resilient and productive economy

4

**CELEBRATE OUR UNIQUE MULTI-CULTURAL ENVIRONMENT**

embracing diversity and holding an overlying sense of belonging as a society while respecting Tikanga Maori values

5

**CARE FOR THE WELLBEING OF OUR PEOPLE**

supporting healthy, resilient and meaningful lives

6

**RESTORE AND CONSERVE OUR SURROUNDINGS**

where each generation strives to leave a better Kerikeri to the ones that follow

7

**BUILD A CULTURE OF INNOVATIVE, SUSTAINABLE LIVING**

living lightly and learning from nature